

DAO TOKENOMICS

An Intro for business

10 step audio-visual introduction

By - Andy Martín

DAO TOKENOMICS

An Intro - For business

1. DAO Tokenomics Terms
2. The User is in Control
3. DAO as a Token Economy
4. DOA as a Network Business
5. The Marketplace Token
6. Industry Reinvention
7. The DAO Tokenomics Equation
8. Three Governance Levels
9. DAO's business model parts
10. DAO value flow

web3 as a token economy = New internet owned by innovators and users governed by tokenomics

Metaverse as a token economy = permissionless economy of connected "verses" built on tokenomics

DAO Tokenomics = born digitally native economy plus monetisation of real-world data in new virtual economies

PLAY ALL

DAO Tokenomics for Business

10 videos • No views • Updated today

Public



No description
Shuffle play



Andy Martin

SORT

web3 as a token economy = New internet owned by innovators and users governed by tokenomics
Metaverse as a token economy = permissionless economy of connected "verses" built on tokenomics
DAO Tokenomics = born digitally native economy plus monetisation of real-world data in new virtual economies
2:21

DAO Tokenomics for Business part 1

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... DAO Tokenomics
1:47

DAO Tokenomics for Business part 2

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3. DAO as a Token Economy
1:53

DAO Tokenomics for Business part 3

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DAO is a Networked Business
3:49

DAO Tokenomics for Business part 4

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The Marketplace Token
3:19

DAO Tokenomics for Business part 5

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6. Industry reinvention
4:01

DAO Tokenomics for Business part 6

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Playlist soundtrack to this deck

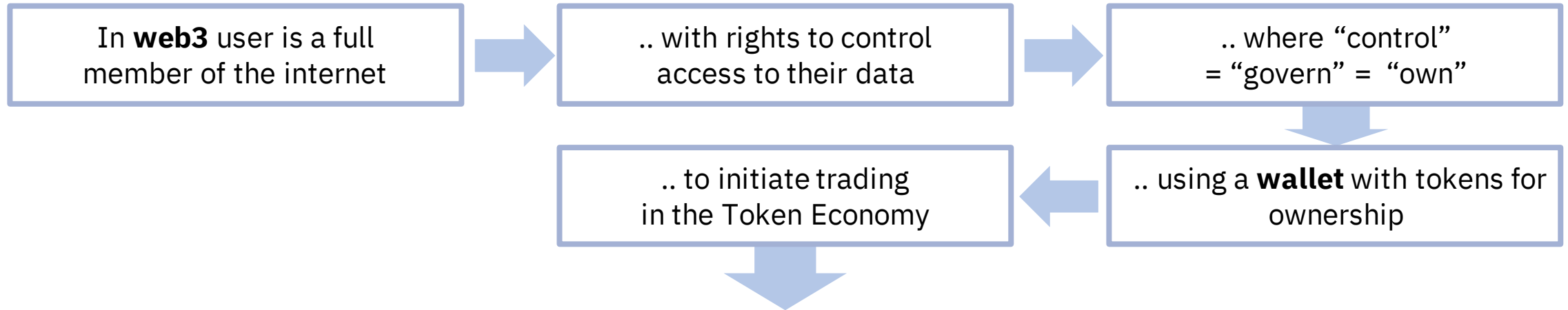
1. DAO Tokenomics Terms

web3 as a token economy = New internet owned by innovators and users governed by tokenomics

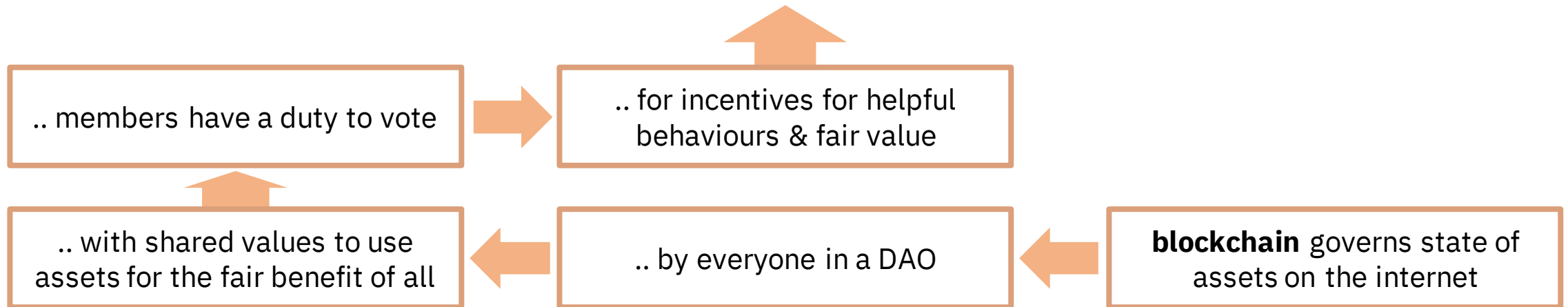
Metaverse as a token economy = permissionless economy of connected “verses” built on tokenomics

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2. The User is in Control

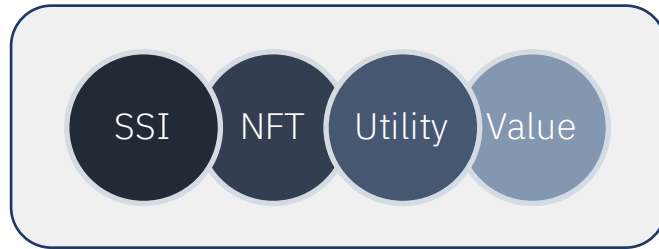


... DAO Tokenomics



3. DAO as a Token Economy

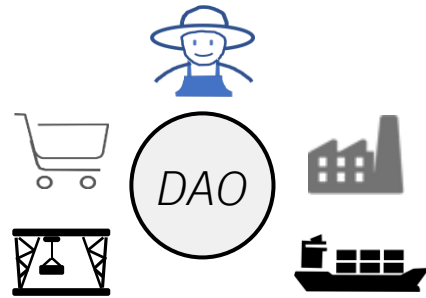
Wallet



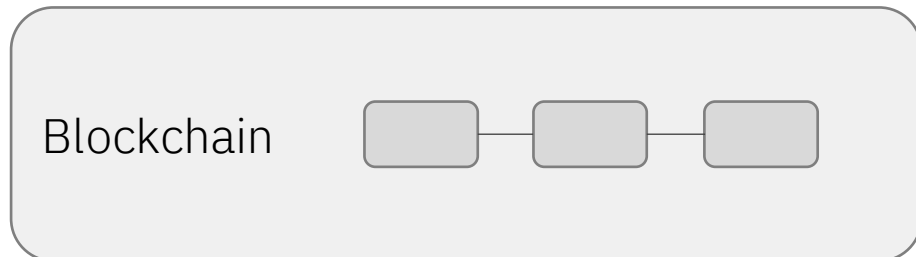
Avatar

- Individual controls access to their identity, NFT, securities, utility or money
- Individual initiates buying and selling

Enterprises
Go to Market as
a network

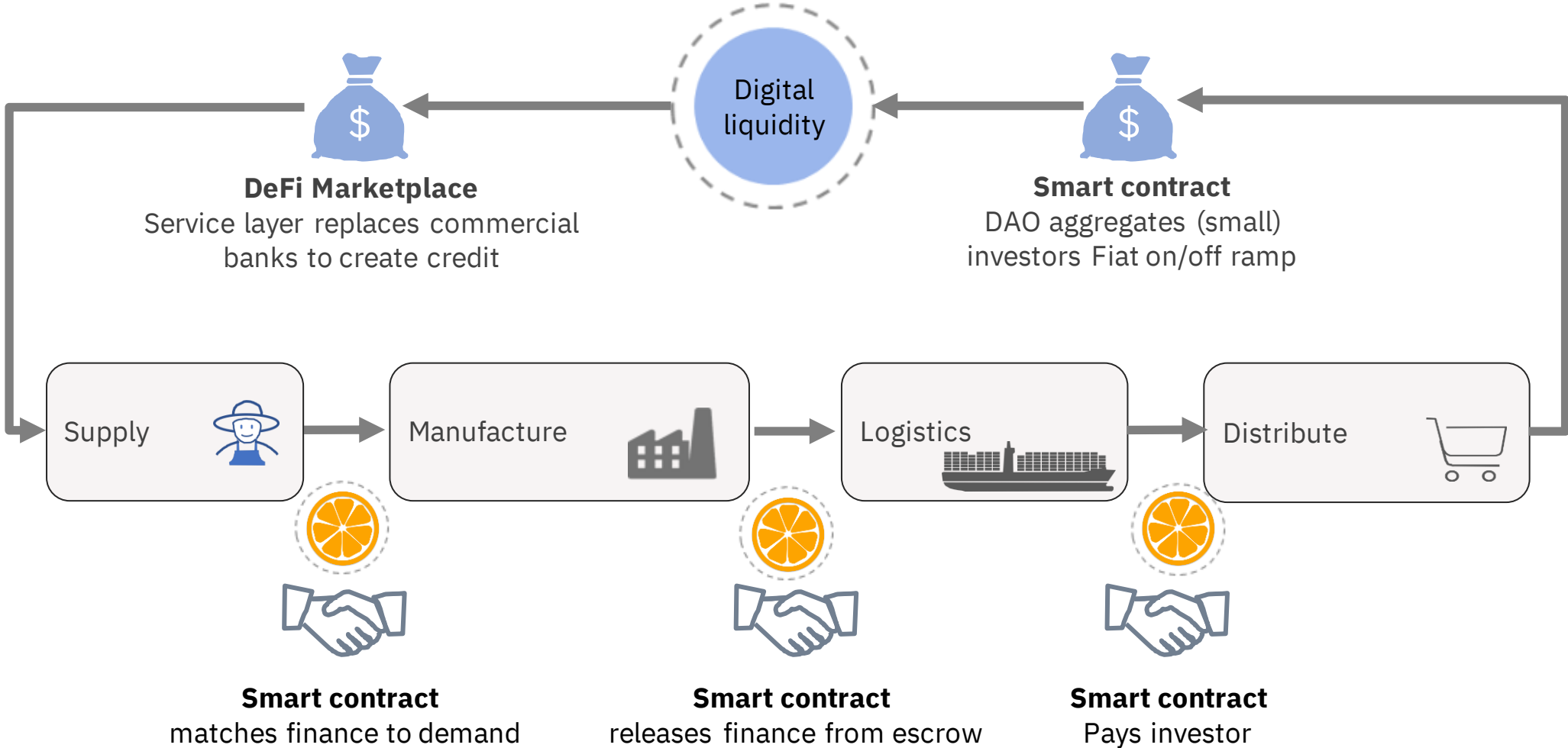


- Community creates a purpose, values, & rules & is then owned & controlled using tokens
- Smart contracts govern trading, monetising data (NFT) governed by the data owner
- Tokens govern incentives & to democratize value

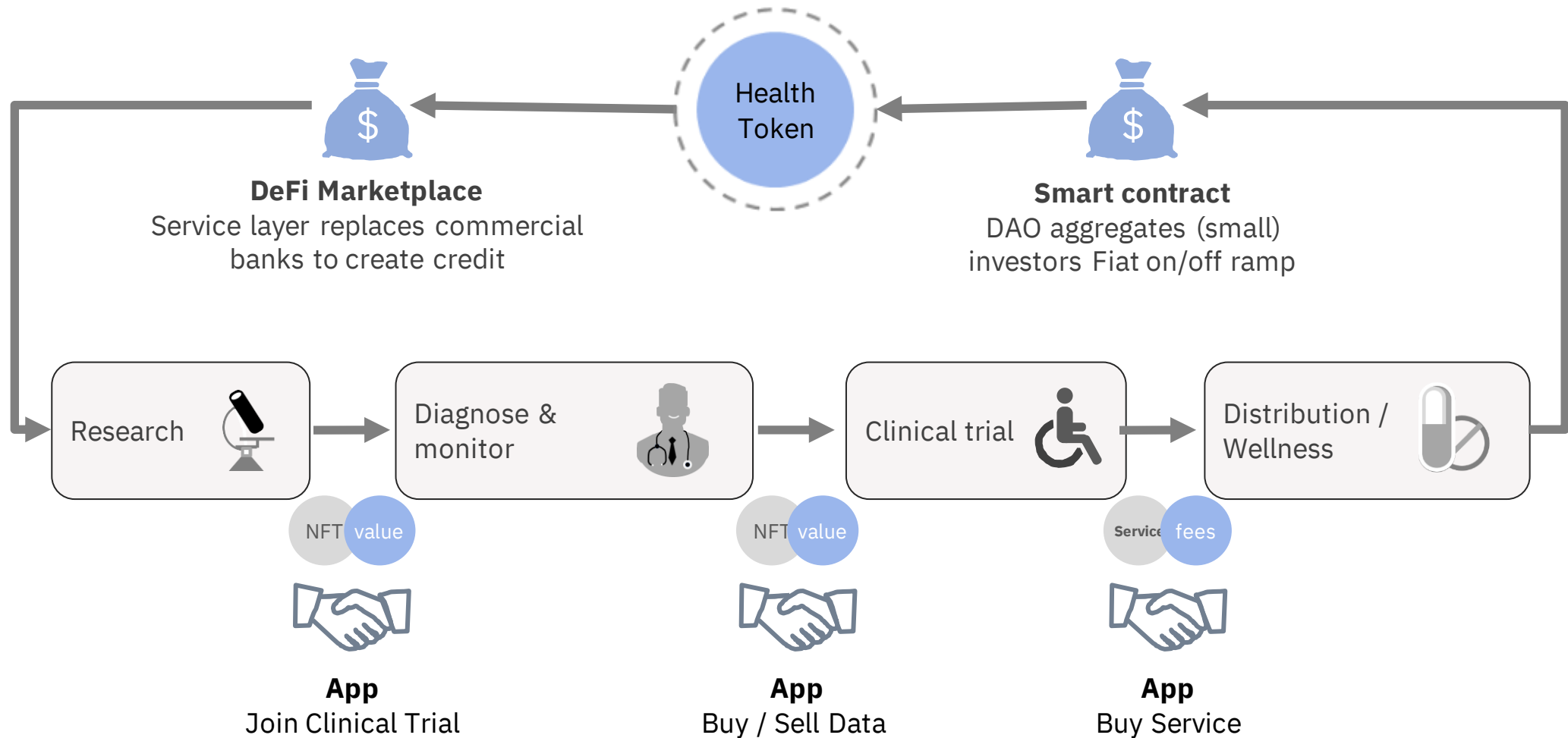


- State machine for ownership of tokens
- Tracking provenance of who did what & when
- Distributed & decentralised source of the truth

4. DAO is a Networked Business



5. The Marketplace Token



6. Industry reinvention

	Innovation	Platform	Governance
Go to market	<ul style="list-style-type: none">• As a network	<ul style="list-style-type: none">• Network, market or industry	<ul style="list-style-type: none">• DAO• Zone of sovereignty/rules
Products	<ul style="list-style-type: none">• Buy & sell data• Apps & wallets earn value	<ul style="list-style-type: none">• Fees for activity• Professional & foundation services	<ul style="list-style-type: none">• Store value in the market token(s)• Skill & reputation
Tokenomics	<ul style="list-style-type: none">• Win-win-win• Behaviours	<ul style="list-style-type: none">• Composability of funding protocols	<ul style="list-style-type: none">• New funding / reserve model

7. The DAO Tokenomics Equation



Digitally native



... or real-world abstraction†



Earn

- Creativity
- Behaviour



Collateral

- Yield
- Rent



Trade

- Buy-sell
- Lend-borrow



Govern

- Marketplace
- Library



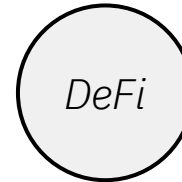
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User

- Anon.
- KYC†

Asset

- Derivative
- AI-generated

Funding

- Gamified
- Composable

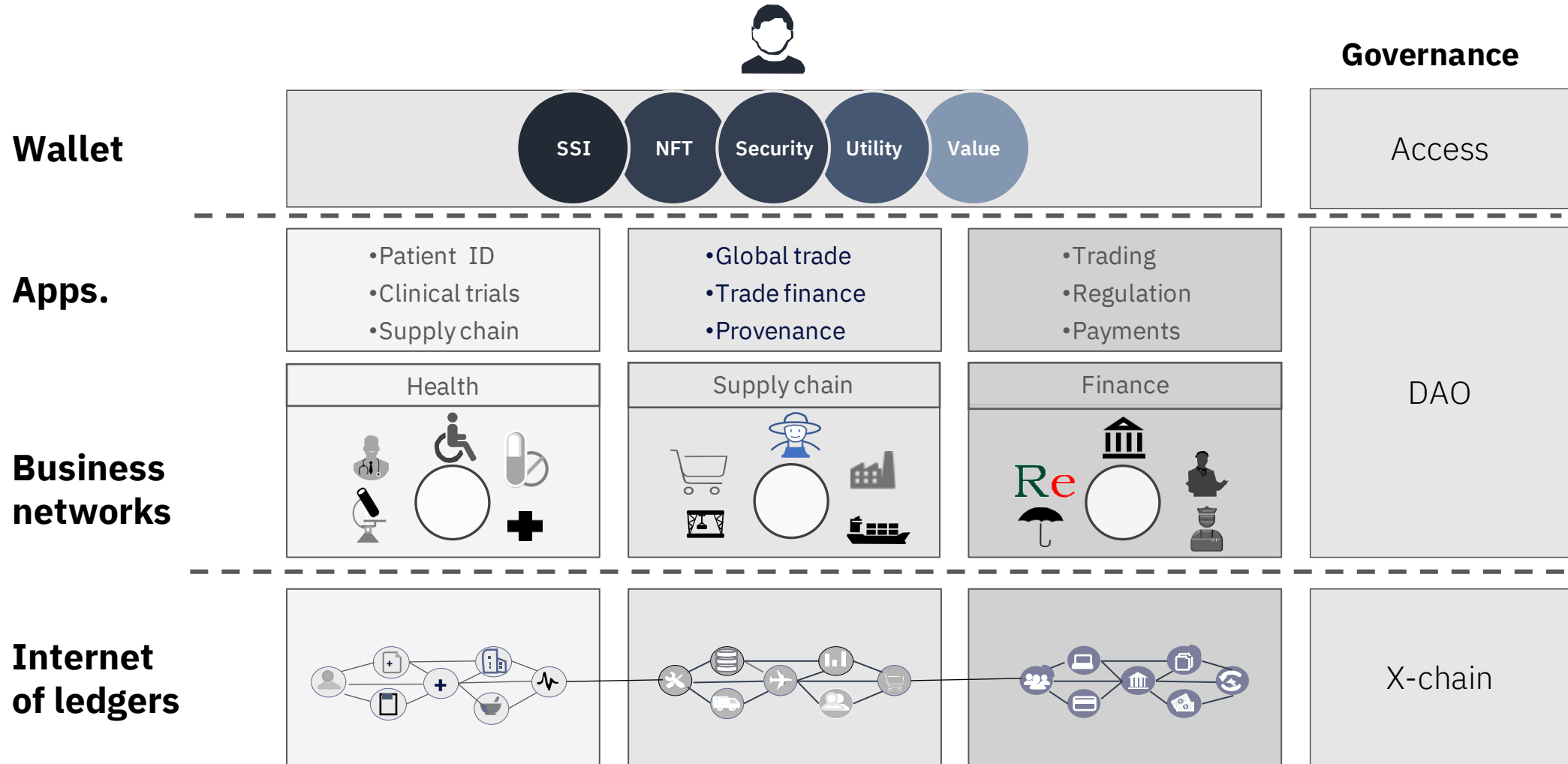
Value

- Access
- Incentive

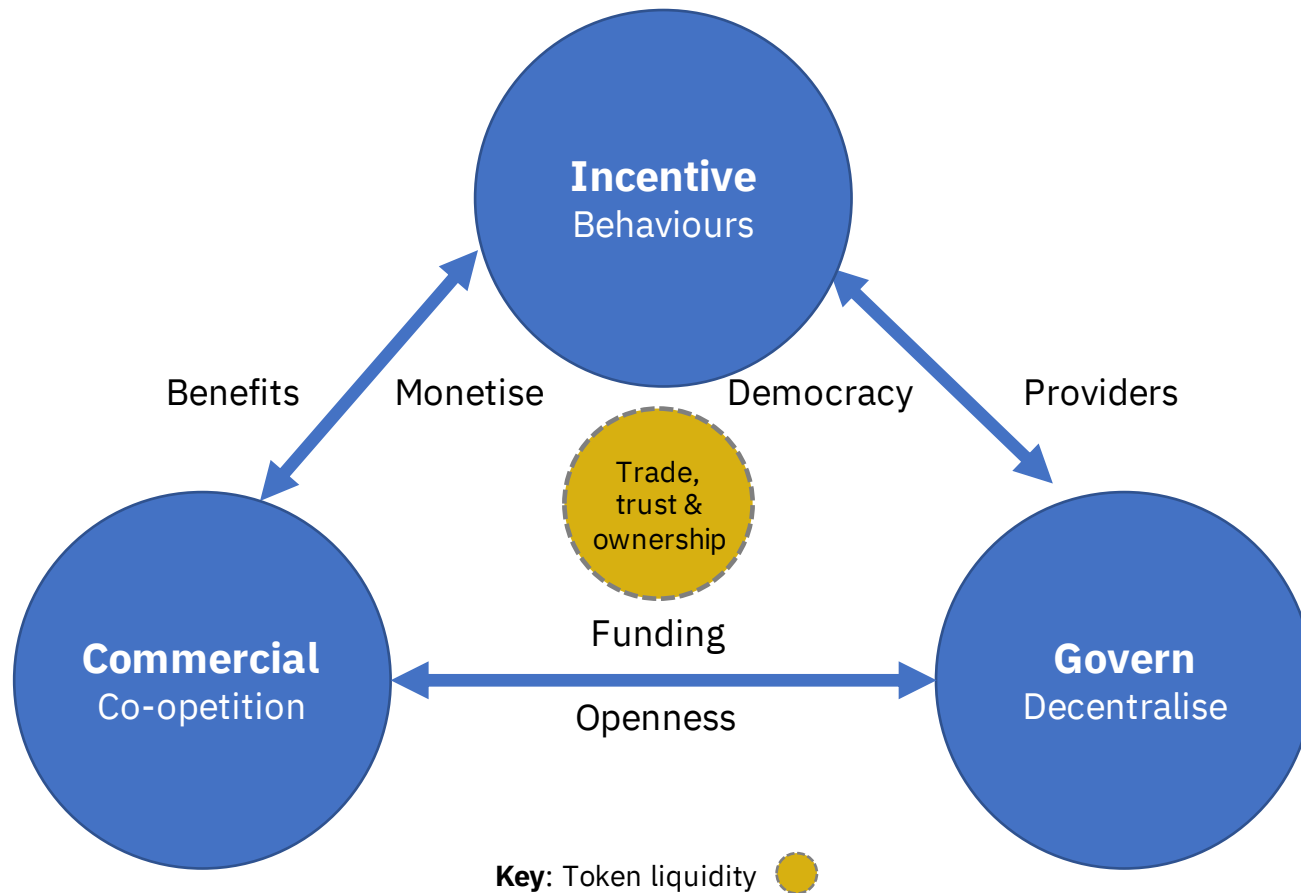
Community

- Innovators
- Users

8. Three Governance Levels



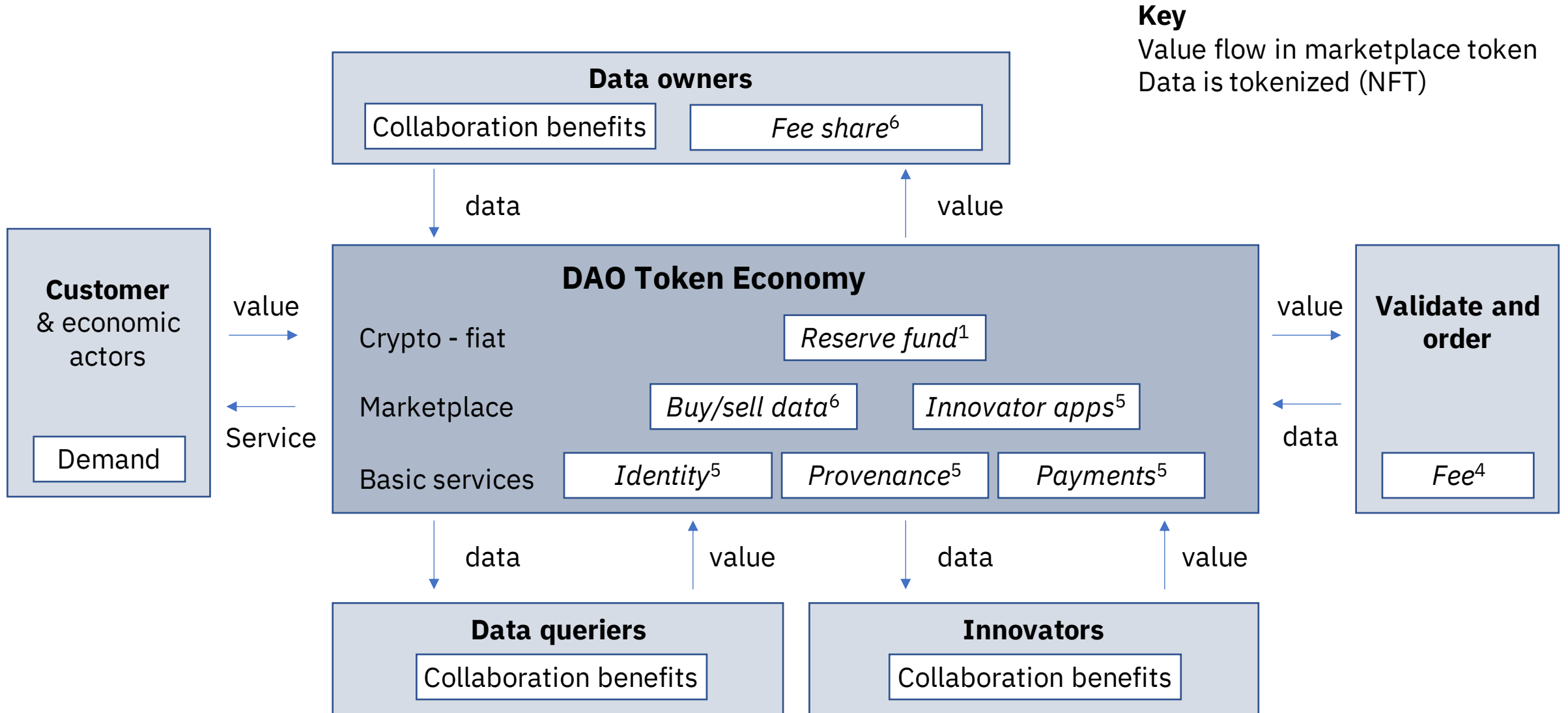
9. DAO's Business Model Parts



Business model

- **Economic** model, incentives, disincentives & behaviour changes
- **Governance** model, how decisions are made on-chain via tokens & voting or off-chain & guiding principles of fair, democratic & open
- **Commercial** model, of monetisation & fees

10. DAO Value Flow (1)



10. DAO Value Flow (2)

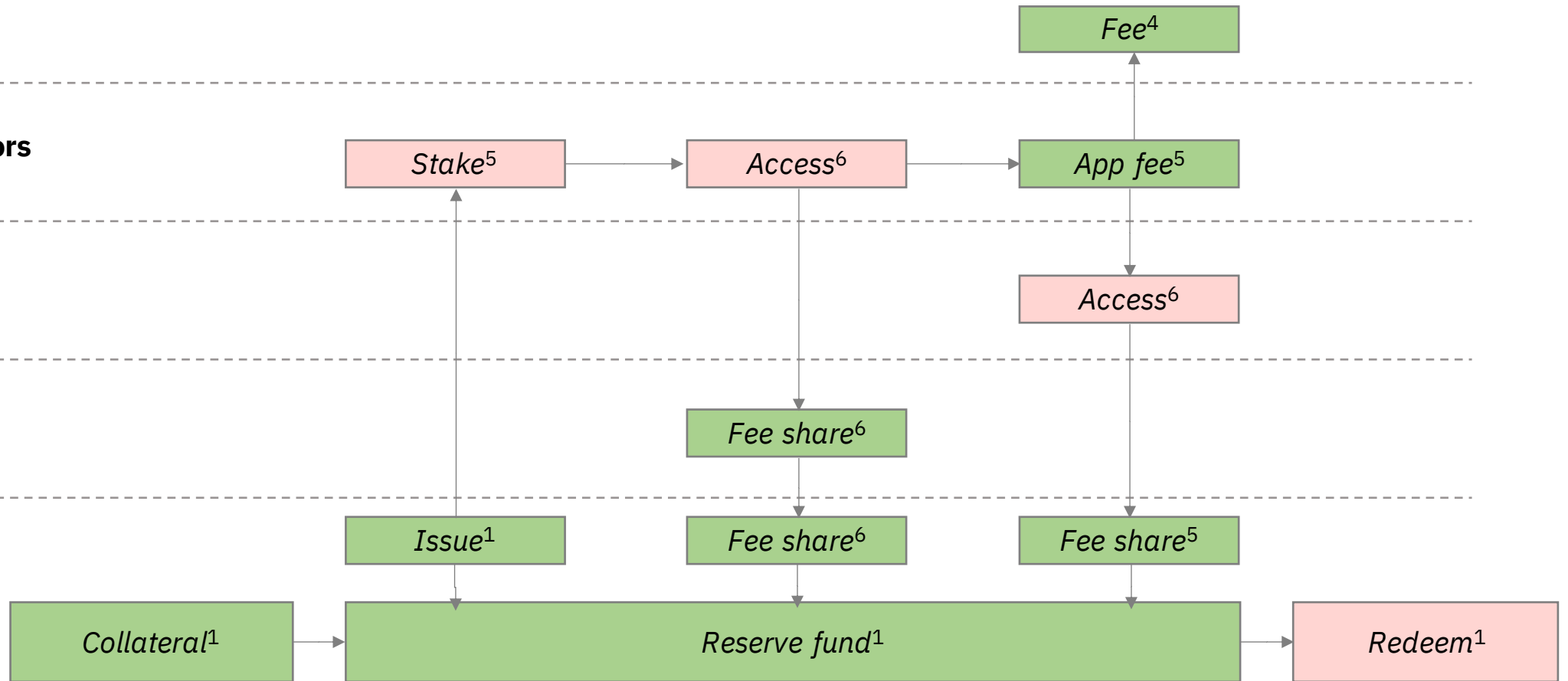
Validate & order

Innovators apps

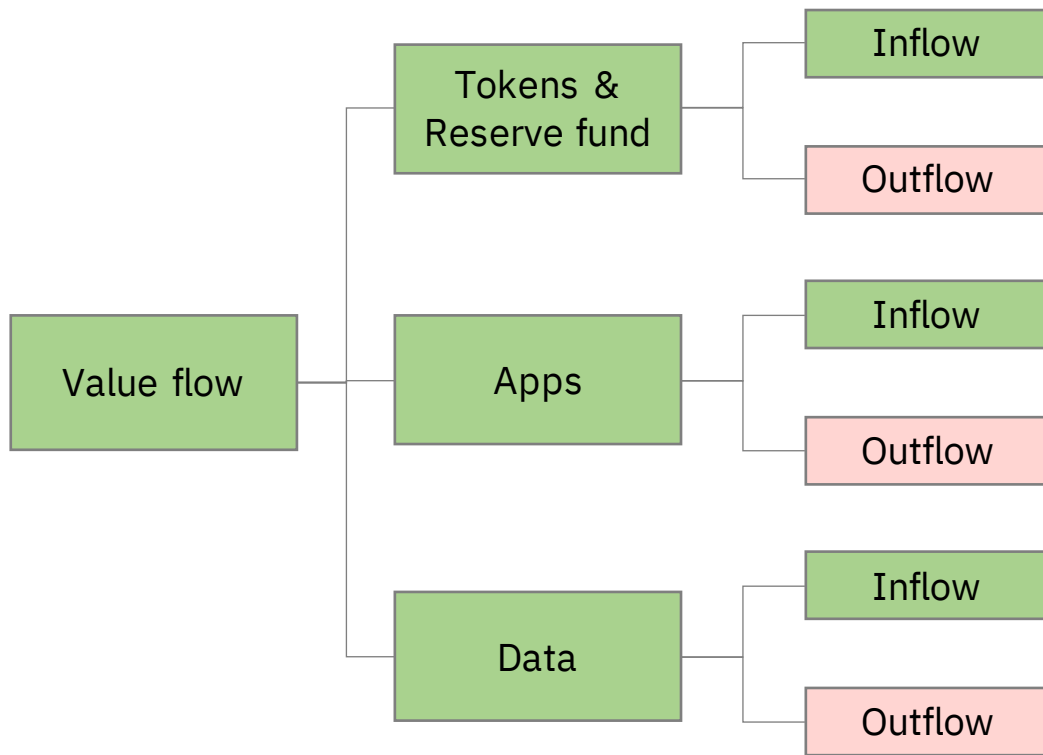
Data queries

Data owners

DAO entity



10. DAO Value Flow (3)



DAO entity	Data owners	Data queries	Innovators apps	Validate & order
<i>Issue</i> ¹	-	-	-	-
<i>Redeem</i> ¹	-	-	-	-
<hr style="border-top: 1px dashed #000;"/>				
<i>Fee share</i> ⁵	-	-	<i>App fee</i> ⁵	-
-	-	-	<i>Stake</i> ⁵	-
<hr style="border-top: 1px dashed #000;"/>				
<i>Fee share</i> ⁶	<i>Fee share</i> ⁶	-	-	<i>Fee</i> ⁴
-	-	<i>Access</i> ⁶	<i>Access</i> ⁶	-

10. DAO Value Flow (4)

1. **Funding & reserves**

Issue (on ramp from fiat)

Collateral (raised from banks)

Reserve fund (manage XR to fiat)

Redeem (off ramp to fiat)

2. **Governance/voting**

Decision making

Incentive (e.g., for helpful behaviours)

Release funds to app. projects

Finance member operations

3. **Financing**

Staking for DeFi creating credit & earning yield

4. **Ledger level**

Fee (for maintaining the ledger)

5. **Apps level**

Stake (right to develop app.)

App fee (paid by customer)

Fees share (to DAO)

6. **Data monetisation**

Access (fee paid to access data)

Fee share (to data owner & DAO)

References

Martin, Andy, The Token Economy (October 16, 2021). Available at SSRN: <https://ssrn.com/abstract=3972111> or <http://dx.doi.org/10.2139/ssrn.3972111>

Martin, Andy, 5 Laws of Tokenomics (January 26, 2022). Available at SSRN: <https://ssrn.com/abstract=4018141> or <http://dx.doi.org/10.2139/ssrn.4018141>